



## “THE WORLD OF BEAUTIFUL FACE AND BODY” SEMINARS, CONFERENCES Hall 2

14 October

Seminar room No. 1

### Natalia Naida's (Ukraine) Make-up seminar-masterclass “Colour. Shape. Texture”

Organised by: Image school-studio “Unastyle”

- 11.00–14.00 The secrets of mastery**  
1<sup>st</sup> demonstration. Colour: from the right choice to the best correction. Stylish and fancy: Luxury nude  
2<sup>nd</sup> demonstration. Three secret techniques for evening makeup. Total evening look
- 14.00–15.00 Break**
- 15.00–17.00 3<sup>rd</sup> demonstration. Creativity and sales: creative makeup - who it's for and how to use it to promote make-up artists' services**

All participants will receive a certificate after the seminar.

Price: EUR 70 + VAT

Price for participants of make-up artist competitions: EUR 50 + VAT

Seminar room No. 3

### Conference “The Beauty Industry: from Product Innovation to Future Market Change”

Organised by: Latvian Association of Cosmetologists and Cosmeticians – Cidesco section in Latvia and “GMT Beauty Trade”

- 09.15–09.55 Gathering of participants, registration\***
- 10.00–10.05 Opening of the Conference**  
Speech is given by Nellija Janaus, Executive Director of the Latvian Association of Cosmetologists and Cosmeticians (LKKA). The conference is chaired by Renāte Reinsone, LKKA Board Chair, President
- 10.05–10.25 The cosmetics market today and in the future**  
Lecturer: Renāte Reinsone, cosmetologist, SIA “GA INVEST”, “Sonnerie Beauty Clinic” beauty clinic manager
- 10.30–10.55 Cosmetic raw materials and preservatives**  
Lecturer: Jaroslavs Matvejevs, Master of Health Sciences, Pharmacist, Sales Manager at “Biesterfeld”, Latvia and Lithuania
- 11.00–11.25 Latest trends in active ingredients in cosmetology**  
Lecturer: Ilze Vitiņa, Master of Social Sciences, SIA “L. Ē. V.” (Extracts Plant) Sales Manager
- 11.30–12.25 A new approach to the production of active substances. Development technology of plant stem cells for use in cosmetics production**  
Lecturers: Anna Ramata-Stunda, researcher and lecturer at the Faculty of Biology, University of Latvia, co-founder of the biotechnology start-up “Alternative Plants”; Mārtiņš Boroduškis, researcher at the Faculty of Biology, University of Latvia, co-founder of the biotechnology start-up “Alternative Plants”
- 12.25–13.00 Coffee break**
- 13.00–13.25 Preventive medicine and corneotherapy – a modern approach to anti-ageing therapy**  
Lecturer: Ludmila Stavro-Freiberga, cosmetologist, chairwoman of the board of “Panacea Pro” Ltd, member of the board of the Latvian Association of Anti-ageing and Preventive Medicine
- 13.30–13.55 Latest trends and raw materials in anti-age therapy**  
Lecturer: Terēze Beļkova, cosmetologist, creator of the “GMT BEAUTY TRADE” brand concept
- 14.00–14.25 Production of cosmetic products**  
Lecturer: Ieva Plaude, Director of “Lawrence Asset Management”, President of the Latvian Cosmetics Manufacturers Association
- 14.30–14.55 From health to beauty. An innovative and complex approach**  
Lecturer: Andželika Krūmiņa, Doctor of Medicine in RSU, Professor, Master in Pedagogy, Lecturer at P. Stradins Medical College of the University of Latvia, Senior Researcher at the Scientific Institute of Food Safety, Animal Health and Environment “BIOR”, Member of the Board of the Latvian Medical Association, Chairwoman of the Education Commission, Vice President of the Latvian Association of Infectologists and Hepatologists
- 15.00 Closing of the Conference**

\* Conference participants will be issued a certificate (TIP 7).

15 October

Seminar room No. 3

### Interdisciplinary conference “The role of Omega-3 fatty acids in promoting health”

Organised by: Latvian Medical Association (LMA)

- 9.30 Registration**
- 10.00–10.05 Opening of the Conference**
- 10.05–10.45 Importance of omega fatty acids in biochemical processes**  
Lecturer: Antra Briede, internist
- 10.45–11.25 The role of omega-3 fatty acids in skin health**  
Lecturer: Agnese Ruskule, preventive medicine doctor, dermatologist, venereologist
- 11.25–12.05 The importance of fatty acids for women's health at different stages of life**  
Lecturer: Oksana Babula, gynaecologist, obstetrician
- 12.05–12.40 Break**
- 12.40–13.20 Heart-friendly omega-3 fatty acids**  
Lecturer: Assoc. prof. Iveta Mintāle, cardiologist
- 13.20–14.00 Omega-3 fatty acids in the diet. Intake of omega-3 fatty acids and omega-3 index**  
Lecturer: Guna Havensone, physician-nutritionist
- 14.00–14.40 Omega-3 and joint health**  
Lecturer: Ivans Krupenko, traumatologist, orthopaedist
- 14.40–14.45 Closing of the Conference**

In accordance with Cabinet Regulation No. 943 “Procedures for Certification of Medical Practitioners”, **6 further education points** shall be awarded to medical practitioners for taking part in the conference. **Conference in cooperation with “Nordsan Baltic” and “LYL love your life”.**



## **"THE WORLD OF BEAUTIFUL FACE AND BODY"** **SEMINARS, CONFERENCES** *Hall 2*

**16 October**

*Seminar room No. 1*

### **Conference "Dalila Beauty Conference"**

**Organised by: The International Association for Eyelash and Eyebrow Professionals, "Dalila Beauty School"**

- 9.15–9.45 **Registration**
- 9.45–9.55 **Opening of the Conference**
- 10.00–11.00 **Straight lash line**  
Lecturer: Alina Voronkova
- 11.00–12.00 **Lovely: the secrets of eyebrow lamination**  
Lecturer: Margarita Maksimova
- 12.00–12.40 **Sales secrets**  
Lecturer: Laura Jefremova
- 12.40–13.20 **Break**
- 13.20–14.00 **Working with "Lovely" glue (lifehack) and other preparations**  
Lecturer: Alisa Aurelia Egorova
- 14.00–14.40 **To evolve or to burn out?**  
Lecturer: Vita Dupure
- 14.40–15.40 **Painless price increase + demonstration "Filling empty areas"**  
Lecturer: Viktorija Gudēna
- 15.40–16.00 **Coffee break**
- 16.00–16.40 **Effects and trends, a new approach to work**  
Lecturer: Margarita Balčuniene
- 16.40–17.20 **Safe eyebrow tinting**  
Lecturer: Natālija Hramenkova
- 17.30 **Closing of the Conference**

*Seminar room No. 3*

### **"WELLNESS FORUM 2022"**

#### **"Complementary therapy in the beauty industry. Methods, opportunities, results"**

**Organised by: Latvian SPA & WELLNESS Federation, massage and yoga school "Spa School" (Latvia)**

- 10.00–10.30 **Opening of the Conference**  
"What complementary therapy is and its role in modern life"  
Lecturer: Aija Jermacāne, "Spa School" teacher, masseuse, spa technologist, wellness consultant, psychologist
- 10.30–11.30 **"Stress management – how to reduce chronic stress and work with breathing"**  
Lecturer: Māris Zunda, health coach, bather, founder of the School of Hardening oneself
- 11.30–12.30 **"How not to get lost in so many different dietary recommendations? Myths and Reality"**  
Lecturer: Dr Lolita Neimane, Lecturer, Department of Sport and Nutrition of Riga Stradins University, Head of the study programmes "Nutrition" and "Dietetics", President of the Latvian Association of Diet and Nutrition Specialists
- 12.30–13.00 **Break**
- 13.00–14.00 **"Preventive medicine – the new medical paradigm"**  
Lecturer: Dr Ludmila Stavro-Freiberga, Head of "Panacea Premium" Preventive and Aesthetic Medicine Clinic, Curator of the University of Educational Medicine in the Baltics, member of the board of the Latvian Association of Anti-ageing and Preventive Medicine (LAAIMA)
- 14.00–15.00 **"Applied kinesiology as a valuable diagnostic tool. Key factors influencing health"**  
Lecturer: Dr Jānis Kajāns, doctor, kinesiologist, healthy lifestyle consultant
- 15.00–15.40 **"Colour therapy in our lives"**  
Lecturer: Ludmila Burda Šalajeva, reiki master-teacher, certified Aura-Soma and esoteric lithotherapy specialist
- 15.40–16.00 **Closing of the Conference**  
Questions and discussion